

#### ABSTRACT OF THE DISCLOSURE

In an image display apparatus, image data on which gradation conversion for compensating phosphor saturation has been carried out by a gradation convertor (200) undergoes voltage drop compensation and then amplitude regulation using a gain (Gd) before being fed to modulating means (8). Here, the gradation convertor (200) changes its conversion characteristic (the region of a compensation table it uses) in accordance with the value of the gain (Gd). As a result it is possible to compensate the affects of phosphor saturation characteristics and voltage drop and an excellent image can be displayed.